

Message Text

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AMEMBASSY SINGAPORE

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SINGAPORE FOR RTDC

E.O. 11652: NA

TAGS: BEXP, RP

SUBJ: HEALTH CARE INDUSTRIES TRADE MISSION:

FINAL REPORT

1. THE PHILIPPINE IS A MARKET IN WHICH AMERICAN PRODUCTS ARE KNOWN AND ACCEPTED. MANY FILIPINO DOCTORS HAVE BEEN TRAINED IN THE UNITED STATES AND DESIRE AMERICAN PRODUCTS BUT WANT MORE CONTACT WITH AMERICAN BUSINESSMEN.

2. EMBASSY ARRANGED OUTSTANDING SCHEDULES OF THE MISSION INCLUDING MEETING WITH THE PHILIPPINE MEDICARE COMMISSION HEADED BY DR. PACIFICO MARCOS, BROTHER OF THE PRESIDENT, AND INCLUDING THE PRESIDENT OF THE PHILIPPINE MEDICAL ASSOCIATION, HOSPITAL ASSOCIATION AND THE DIRECTOR OF MEDICAL SERVICES, DEPARTMENT OF HEALTH.

3. AN AUDIENCE OF 120 ATTENDED A TECHNICAL SEMINAR AT THE EMBASSY. ALTHOUGH THERE WERE DIFFICULTIES WITH SLIDES, IT WAS AN UNQUALIFIED SUCCESS.

4. LUNCHEON HOSTED BY DEPUTY CHIEF OF MISSION ATTENDED BY OVER SEVENTY TOPNOTCH PEOPLE IN THE

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MEDICAL FIELD INCLUDING KEY AGENTS, PRIVATE AND

GOVERNMENT USERS OF MEDICAL EQUIPMENT, AND KEY BUSINESS LEADERS.

5. A BUSY SCHEDULE OF OVER 70 APPOINTMENTS PRODUCED OVER FIFTY LEADS. BUSINESS REPORTED HERE BY TRADE MISSION MEMBERS INDICATES SALES OF 1.1 MILLION OVER NEXT YEAR.

6. MR. GEORGE RAMOS, ARCHITECT FOR HEART CENTER OF ASIA AND OTHER MEDICAL FACILITIES, DR. PEDRO MAYUGA, DIRECTOR OF MEDICAL SERVICES, DEPARTMENT OF HEALTH, DR. JOSE CAEDO, JR., DIRECTOR, GSIS HOSPITAL, BRIEFED MISSION MEMBERS ON PLANS FOR THE BUILDING OF HOSPITALS IN THE PHILIPPINES. PLANS ARE IN THE EARLY STAGES, BUT FINANCING OF ABOUT \$65M IS IN LIMBO. IT INCLUDES 1500 BEDS U.P. MEDICAL CENTER, ELEVEN 300-500 BEDS REGIONAL HOSPITALS PLUS OTHER FACILITIES. THIS CAN PRODUCE \$15 TO \$20M OF CAPITAL EQUIPMENT OVER AND ABOVE NORMAL SALES. IF THE U.S. CAN ASSIST IN DEVELOPING FINANCING, AS MUCH AS HALF OF THIS COULD BE U.S. EQUIPMENT. CURRENTLY, FILIPINOS ARE ACTIVELY PURSUING GERMAN GOVERNMENT FINANCING BUT ARE OPEN TO PROPOSALS FOR U.S. FINANCING.

7. JAPANESE REPARATIONS SCHEDULED END IN 1975. THIS CAN HELP MARKET FOR AMERICAN EQUIPMENT BECAUSE OF SOME DISSATISFACTION WITH JAPANESE REPARATIONS PROGRAM.

8. PICTURES TAKEN AT TWO BREAKFASTS AND LUNCHEON ALONG WITH SEMINAR AND OTHER ACTIVITIES. HOPE TO FORWARD NEGATIVES AND SLIDES ASAP.

9. DURING MISSION, GETZ BROS. CO., INC. WITH THEIR LOCAL OFFICE HOSTED A DISPLAY OF EQUIPMENT FOR CLOSE TO 100 PEOPLE. THEY ALSO PLAN TO DISPLAY AT THE PHILIPPINE MEDICEP ASSOCIATION MEETING IN NOVEMBER AND HAVE ALSO ARRANGED FOR BETWEEN SHOW PROMOTION AT SINGAPORE TRADE CENTER IN CONJUNCTION WITH ASIAN AUSTRALIAN ASSOCIATION MEDICAL SYMPOSIUM IN MARCH. IN ADDITION, GETZ MADE ARRANGEMENT TO PARTICIPATE
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IN JEEP IN SYDNEY, AUSTRALIA IN APRIL AS A RESULT OF THE MISSION.

10. USIS VERY HELPFUL IN ARRANGING PRESS COVERAGE PRIOR TO AND DURING THE MISSION INCLUDING THE TV FILMING OF THE SEMINAR. MOREOVER, USIS PHOTOGRAPHER WENT BEYOND CALL OF DUTY IN ARRANGING BLACK AND WHITE AND COLOR STILL COVERAGE.

11. NO DOOLEY MEDAL PRESENTED IN THE PHILIPPINES.

12. OPERATED WITHIN THE BUDGET BUT DETAILS WILL HAVE TO COME FROM THE EMBASSY AT A LATER DATE. MARKET RESEARCH WAS VERY GOOD AND CONSISTENT WITH INFORMATION PRESENTED. BUSINESS CLIMATE SEEMS TO BE GETTING VERY FAVORABLE DUE TO MANY FACTORS INCLUDING MARTIAL LAW STATUS. FOREIGN EXCHANGE FOR MAJOR HOSPITAL PROJECTS STILL A MAJOR PROBLEM. THE KEY TO FUTURE SALES MAY WELL REST WITH ARRANGEMENTS FOR FOREIGN EXCHANGE FINANCING FOR MAJOR HOSPITAL PROJECTS.

13. MEDICAL AND HOSPITAL EQUIPMENT MARKET EXCLUSIVE OF \$65M PROGRAM SHOULD BE CLOSE TO \$10M BY 1973 WITH PROSPECTS THAT IT WILL CONTINUE TO GROW AT THE RATE OF 10 TO 15 PERCENT. MARKET LEVEL FAIRLY SOPHISTICATED BUT HIGHEST TECHNOLOGY JUST A LITTLE ABOVE CURRENT CONDITIONS.

14. CLIMATE IN PHILIPPINES FOR SALES OF AMERICAN PRODUCTS VERY FAVORABLE. EMBASSY COMMERCIAL PEOPLE RANK WITH THE BEST AND DESIRE TO SERVICE MORE COMMERCIAL TRADE PROMOTION WITH FULL BACKING AT ALL LEVELS. RECOMMEND COMMERCE FOLLOW THROUGH.

15. MISSION BREAKS UP IN MANILA. PLEASE ADVISE FAMILIES, EVERYONE IS WELL.

16. MEMBERS CAME PREPARED TO WORK AND REALLY DUG IN.

17 FOR OVERALL TRADE MISSION, FINAL ESTIMATE OF \$50,000 IN IMMEDIATE SALES WITH NEXT TWELVE MONTH UNCLASSIFIED

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BUSINESS REACHING \$3M.

18. AT LEAST 3 NEW AGENTS SIGNED AND HILL-ROM HAS AT LEAST ONE DEALER. OTHERS TRYING TO DETERMINE MARKETING STRATEGY. DANKER REPORTS POSSIBILITY OF OVER 30 DIRECT SALES, 8-12 DISTRIBUTORS AND 4 POSSIBLE AGENTS. PUCK CONSIDERING 12 AGENTS FROM WHOM HE WILL

SELECT 4.

19. THIS IS A GROWING REGION WITH GREAT POTENTIAL FOR SALES OF HOSPITAL EQUIPMENT. EMPHASIS ON HEALTH CARE FOR REGION WAS BEST DESCRIBED BY DR. P. MAYUGA OF THE PHILIPPINES WHEN HE SAID, QUOTE THE HEALTH NEEDS OF OUR PEOPLE IS ESSENTIAL FOR THE ECONOMIC AND

SOCIAL DEVELOPMENT OF OUR NATION. UNQUOTE. GOVERN-
MENT BELIEVES THIS AND ARE FINDING THE WAYS AND SETTING
PLANS IN MOTION TO ACCOMPLISH.
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